GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:3909
ANSWERED ON:08.12.2016
Unemployment of Artisans
Bidhuri Shri Ramesh

Will the Minister of TEXTILES be pleased to state:

(a) whether unemployment is increasing among handicraft artisans in the country and if so, the details thereof;

(b) whether Government is providing any financial assistance for the rehabilitation of such unemployed handicraft artisan;

(c) if so, the financial assistance provided to each of them during the last three years and the current year, State/UT-wise & year-wise;

(d) the steps taken by the Government for the export and commercial development of handicraft products; and

(e) the steps taken or proposed to be taken by the Government to create more demand for Indian handicraft products in the global market?

Answer

MINISTER OF TEXTILES
(SMT. SMRITI ZUBIN IRANI)

(a): Handicraft is an unorganized sector. Year-wise employment statistics is not compiled centrally.

(b) & (c): The Government does not provide any financial assistance for the rehabilitation of unemployed handicraft artisans. However, the Ministry provides interest subvention @ 6% per annum for 3 years upto maximum benefit of Rs.1.00 lakh to Handicrafts Artisans registered with the Office of the Development Commissioner (Handicrafts) under the Ministry of Textiles.

(d) & (e): The steps taken by the Government for the export and commercial development of handicraft products and steps proposed to create more demand for Indian handicrafts in the global market are as under:-

â€¢ Identification of genuine artisans under 'Pehchan' initiative to issue Aadhar linked Identity Cards to them and in the process to create a producers' database.
â€¢ Promotion of e-commerce in marketing of handicraft products in order to develop direct marketing channels.
â€¢ participations in fairs/exhibitions abroad;
â€¢ thematic display and live demonstration of handicrafts in exhibitions abroad;
â€¢ organizing buyer-seller meets in India and abroad;
â€¢ brand image promotion of Indian handicrafts abroad through seminars and publicity;
â€¢ awareness programmes about technology, packaging and export policies in India to exporters;
â€¢ organizing Indian Handicrafts & Gifts Fairs as well as product specific shows; and
â€¢ providing assistance under Market Development Assistance and Market Access Initiative Schemes of Ministry of Commerce.
****